

The 3rd Biennial D.C. Health Communication Conference

**COMMUNICATION COMPETENCE  
AND  
HEALTH PROMOTION**



**CONFERENCE PROGRAM**

Thursday  
April 16, 2015

Pre-Conference Workshop: *Translating Health Communication Research  
to Promote Public Health*

1:30 – 2:00

Welcome and Introductions

Dr. Gary Kreps, George Mason University

2:00 – 3:30

***The Real Cost: The Food and Drug Administration's National Youth Tobacco  
Prevention Campaign***

Chair: Xiaoquan Zhao, George Mason University

Presenters:

Kathleen Crosby, FDA Center for Tobacco Products

Tesfa Alexander, FDA Center for Tobacco Products

Laura Gibson, University of Pennsylvania

Jiaying Liu, University of Pennsylvania

Tobacco use is the leading preventable cause of disease, disability, and death in the United States. Each year, more than 480,000 deaths are caused by tobacco use in the United States. Further, more than 3,600 youth under age 18 smoke their first cigarette every day in the United States, and more than 900 kids become daily smokers. To reduce this enormous public health burden, the Tobacco Control Act gave FDA the authority to regulate tobacco products and established the Center for Tobacco Products (CTP). The Center's mission is to protect Americans from tobacco-related death and disease by regulating the manufacture, distribution, and marketing of tobacco products and by educating the public—especially young people—about the dangers of tobacco use.

Achieving FDA's mission to reduce the enormous public health burden of tobacco use requires a comprehensive approach. As part of this approach, FDA is investing in campaigns that directly support the Agency's regulatory actions and tobacco control mission. Evidence from controlled field experiments and population studies shows that mass media campaigns designed to discourage tobacco use can change attitudes about tobacco use and reduce smoking prevalence. In addition to supporting regulatory action, campaigns are necessary to ensure FDA regulation does not lead consumers to mistakenly believe that tobacco products are safe.

FDA has plans to implement and maintain multiple sustainable campaigns. The campaign development and evaluation process will be based on recommended approaches developed and tested by the Institutes of Medicine and other federal agencies, as well as communications industry best practices. The initial campaigns tie directly to regulations issued by FDA to reduce tobacco use among underage youth, aiming to increase knowledge of the negative health effects of tobacco and reduce the appeal of

tobacco products. The first campaign, branded The Real Cost (TRC), was launched nationwide in February, 2014. This is the largest federally-funded youth tobacco prevention campaign in history. Utilizing both traditional and new media platforms, as well as community outreach events, it seeks to educate youth, particularly those at risk, about the impact of tobacco use on their health as well as their sense of control and independence. The panel will systematically introduce this campaign and presents both formative research that guides the design and implementation of the campaign and ongoing evaluation work that assesses the effectiveness of this important educational effort.

3:30 – 3:45

Health Break Stretch

Gary Kreps, George Mason University

3:45 – 5:30

**Transforming Health, Readiness and Well-Being: Best Practices in  
Military Health Communication and Promotion**

Chair: Ameer Roberson, Booz Allen Hamilton

Presenters:

Gretchen Thompson, Booz Allen Hamilton

Suzanne Carmack, Booz Allen Hamilton

Kristina Cook, Booz Allen Hamilton

DeJuan Price, Booz Allen Hamilton

Danika Rainer, Booz Allen Hamilton

This panel will explore several current projects conducted by the Booz Allen Hamilton Infrastructure Military Health (I&MH) strategic communications team, to show how theory meets practice in the design and implementation of social marketing campaigns that promote health, readiness and well-being across the Department of Defense. The Department of Defense has unique needs with regards to health literacy, patient engagement, and health promotion. Not only do DOD members have unique challenges in terms of their own health, stress, coping, and well-being, each DOD organizational culture has unique challenges in these areas as well. Because the DOD is ultimately responsible for protecting (defending) the welfare and well-being of the free world, these individual and organizational challenges take on a unique and special significance.

The I&MH team of Booz Allen Hamilton plays an integral role in designing and implementing social marketing (health communication) campaigns for the U.S. Military and the Department of Defense. Drawing on Booz Allen Hamilton's long-time status as a "trusted partner and consultant" to government and military agencies, the I&MH utilizes a combination of formative and empirical research to create social marketing campaigns that not only promote individual health and well-being, but also organizational effectiveness and readiness at community, branch, and DOD-wide levels. This panel will explore four key campaigns our team is currently working on to promote health and well-being throughout DOD.

5:30 – 6:00

Summary and Directions for Guiding Public Health Programs

Gary Kreps, George Mason University

6:00 – 7:30

Pre-Conference Reception and Conversations

Friday  
April 17, 2015

7:00 – 7:30

Optional Health Walk through the beautiful Fair Lakes area

Gary Kreps, George Mason University

Please meet in hotel lobby at 7:00 to begin the walk.

7:30 – 8:30

Registration and Healthy Continental Breakfast

8:30 – 10:00

**Panel I: Intercultural Communication Competence and Leadership for Education and Scholarship**

Presenters:

Kirk St. Amant, East Carolina University

Kelley Deal, East Carolina University  
Rebecca Dumlao, East Carolina University  
John Howard, East Carolina University

The US population is poised to become much more intercultural and much more multilingual in the next 30-40 years. Anglo-Americans will be the minority by 2050, and the U.S. population will be more racially diverse, with increasing numbers of Asians and Hispanics (representing the nation's largest segment of ESL/heritage speakers), rather than just individuals of European and African American descent. In 2000, the Office of Minority Health established cultural and linguistic competence standards. Individuals working in the health care sector need to understand varied health belief systems as well as to recognize and adjust to culturally-specific verbal or nonverbal communication practices. Health communication educators and scholars have the opportunity to be leaders in teaching and researching intercultural communication competence, using their expertise to promote the health and wellness of all, working collaboratively with health care providers and patients. This panel will examine strategies for promoting intercultural communication competence to enhance quality of care, health promotion, and health outcomes.

10:15 – 11:30

### **Interactive Poster Session I: Health Communication and Culture**

01. "Breaking Barriers in Provider-Patient Relationships: An Analysis of Perceived Intercultural Communication Competence among Nursing Students" Kelley Paynter Deal, East Carolina University

02. "Cultural factors that impact breast cancer patients and survivors' disclosure intention in Taiwan" Wan-Lin Chang, George Mason University

03. "Culturally Appropriate and Effective Patient-centered Models of Quality Mental Healthcare: Perspectives from Brazilian and Cape Verdean Immigrant Patients" Maria De Jesus, American University

04. "Implementing Relationship Centered Communication Initiatives in healthcare systems: Managing Culture Change and Change Communication" Rufus L. Barfield II, University of Central Florida

05. "Hispanic Youth Physical Activity, Concussion, and Health Care: Socio-Cultural 'Understandings' and Potential 'Compounding' Inequity and Risk" Ferry, M., Romm, K., Sutter, R., Sutter, C., Rogers, P., Pardo, N., Nicotera, A., Ambegaonkar, J., A, Caswell, A., and Caswell, S., George Mason University

06. "Increasing Compliance with Mammography-Screening Recommendations among Young Women in Switzerland: Exploring the Influence of Micro-Cultural Differences on Knowledge, Attitudes, and Breast Cancer Screening Practices" Nanon H.M. Labrie, and Peter J. Schulz, University of Lugano, Switzerland

07. "Nationwide Newspaper Coverage of Rape and Rape Culture in the Military: A Community Structure Approach" Hope Peraria, David Brown, Alec Fishbone, Lauren Longo, Stephanie Agresti, and John C. Pollock, The College of New Jersey

08. "Cross National Coverage of Rape and Rape Culture: A Community Structure Approach" Christina Luchkiw, Hope Peraria, Andrea Berger, Jenna Fleck, Jacklyn Gates, James Etheridge, and John C. Pollock, College of New Jersey

09. "Cross National Coverage of Genetically Modified Organisms: A Community Structure Approach" Cara Esposito, Phil Nichilo, Krystin Peitz, Elizabeth Watson, Matthew Warren, James Etheridge, and John C. Pollock, The College of New Jersey,

10. "Nationwide Newspaper Coverage of Rape Culture on College Campuses: A Community Structure Approach" Jenna Fleck, Hanna Makhdomi, Theresa Soya, Lindsay Wallman, Stephanie Agresti, Lauren Longo, and John C. Pollock, The College of New Jersey

11. "Nationwide Coverage of Pediatric Immunization: A Community Structure Approach" Marc Trotochaud Craig Dietel, Lydia Huang, Lauren Longo, Stephanie Agresti, and John C. Pollock, The College of New Jersey

12. "Cultural and Linguistic Adaptation of Healthy Diet Communications: Lessons from a Text Message Intervention" A Susana Ramírez, University of California Merced

13. "Depression meanings among Chinese international students – a precursor to communication campaign design" Lan Jin, Purdue University and Lalatendu Acharya, Purdue University

14. "Role of Protection Motivation Theory Motivators and Psycho-Social Factors in Empowering Pregnant Women's Antenatal Care Utilization: Implications for Health Policy in Bangladesh" Monwar Hossain, May O Lwin, Charles T Salmon, and Theng Y Ling, Nanyang Tech, Singapore

15. "Social and structural factors to promote antenatal care in Bangladesh" Lauren B. Frank, Portland State University, David Jodrell, BBC Media Action, Laura Smethurst, BBC Media Action

16. "Contradictions and ambiguity - putting Statins on the agenda - A content analysis of three year's outlet in Danish media" Kasper Bering Liisberg, Copenhagen University, Denmark

17. "Verbal Communication Skills: an Effective Method to Improve the Patient-provider Relationship under the Context of Situation in China" Chao Gong and Haijiang Tang, Huazhong University of Science and Technology, Hongshan, Wuhan, Hubei, Peoples Republic of China

18. "Young Adults' Perceptions About At-Home STD Testing: Implications for STD Screening Interventions" Mia Liza A. Lustria, Florida State University, Karla Schmitt, Florida State University, Juliann Cortese, Florida State University, Michelle Kazmer, Florida State University, Mary A. Gerend, Northwestern University, Amelia Anderson, Florida State University, Sean Libby Cooley, Florida State University, Mariam Shaikh, Florida State University, Ying Mai Kung, Florida State University, and Casey McLaughlin, Florida State

19. "A Content Analysis of Medical Tourism News Coverage" Jungmi Jun, Wayne State University

20. "The Affordable Care Act's Influence on Medical Tourism" Jungmi Jun, Wayne State University

21. "Memorable Messages Recalled by African American Women Regarding Diet and Exercise"  
Natasha R. Brown, Indiana University-Northwest

22. "Understanding Risk Communication as an aftermath of Chemical Spill in West Virginia" Purba Das, Ohio University, Southern, and Yvonne Chen, University of Kansas

23. "Using Micro-Enterprises as a Health Communication Platform to Promote Handwashing with Soap in Sub-Saharan Africa" Kelly Fenson-Hood, Power of Hope Kibera, Renee A. Botta, University of Denver, and Nicole Grable, Power of Hope Kibera

24. "How Differential Participation in a Community Intervention is Related to Variations in Reproductive Healthcare- and Health Information-Seeking among Women in a Smaller and Disadvantaged Urban Community" Crystal L. Brandow and Matthew Matsaganis, University at Albany, State University of New York

25. "Alcohol and HIV: Risk-perception and Self-efficacy among young adults in Kenya and USA" Nancy Muturi, Kansas State University

26. "Interactive Entertainment Education for Diabetes Self-Management Targeted to Hispanics" Maria L. Jibaja-Weiss, Luis O. Rustveld, Kimberly N. Kline, Talar L. Glover, Glori Chauca, and Brian C. Reed, University of Texas, San Antonio

27. "African Americans' Use of Social Media in Weather-Related Crisis Situations" Crystal Adkisson, Carolyn A. Stroman, and Tia Tyree, Howard University

28. "Fatalism and Cancer Information Seeking in China: A Secondary Analysis of the HINTS-China Pilot Study Data" Xing Tong, George Mason University

29. "The Glories HATS Project® - Stay Healthy to Help Others A Strategic Interactive Health Promotion Campaign to Improve the Health of American Youth" Susan Khorsand, and Alireza Khorsand, Glories Happy Hats

30. "Smoking and Health in India: A Content Analysis of Indian Anti-Smoking Advertisements Alerting Second-Hand Smoking on YouTube" Wenjing Xie and Kavita Karan, Southern Illinois University Carbondale

31. "Self-Determination Theory and Risk Behavior in a Collectivistic Society: Preventing Reckless Driving in Urban Nepal" Yerina Ranjit, University of Connecticut

32. "Neighborhood Storytelling Networks and cigarette Use in a Community- and Clinic-Based Sample of Hispanic Females" Meghan Bridgid Moran, San Diego State University, Lourdes Baezconde-Garbanati, University of Southern California, Jennifer Unger, University of Southern California, Jazmyne A. Sutton, San Diego State University, Sheila T. Murphy, University of Southern California, and Sandra Ball-Rokeach, University of Southern California

33. "Transnational Ties Buffer the Impact of Stress on Smoking Behaviors among Latina Women in Los Angeles County" Meghan Bridgid Moran, San Diego State University, Lourdes Baezconde-Garbanati, University of Southern California, Jennifer Unger, University of Southern California, Jazmyne A. Sutton,

San Diego State University, Sheila T. Murphy, University of Southern California, and Sandra Ball-Rokeach, University of Southern California

34. "The Motivation is Within Myself: Applying Self Determination Theory to internalize exercise motivation among a rural population" Sarah Sheff and Kami Silk, Michigan State University

35. "Gender Concordance Preferences among Patients Discussing Sexual Health with Physicians: A Two-Nation Comparison" Lance S. Rintamaki, McKenzie Pittman, Aisha O'Mally, Scott P. Murszewski, William Przynsinda III, and Jacob Chameli, University at Buffalo, State University of New York

36. "Alcohol Use in College Communities" Jill Tyler, The University of South Dakota

37. "Nicole's Illness Experience: Problematic Integration in Adolescence for Contested Symptoms" Janet E. Panoch, IUPUI, Matthew Ward, Purdue University, Nicole Whitis, Patient Collaborator, and Austin Babrow, Ohio University

38. "Role of Health Literacy in Predicting Multiple Healthcare Outcomes among Hispanics in a Nationally Representative Sample: A Comparative Analysis by English Proficiency Levels" Madhurima Sarkar, Lindsey Asti, Kristine May Nacion, and Deena Chisolm, The Research Institute at Nationwide Children's Hospital

39. "Watching Our Brotha's Back: Black Barbers as Community Health Navigators of Cardiovascular Disease From a Life Course Perspective" Olga Idriss Davis, Arizona State University

40. "The roles of psychobiological motivational traits in the attribution model of HIV/AIDS stigma" Hark Shin Kim, and Sungwon Chung, Texas Tech University

41. "Communication and Definition of a Mental Health Intervention: Social Support in the "Green Zone" for Soldiers in Higher Education" Laura Privadera and John W. Howard III, East Carolina University

42. "Parental Support of HPV Vaccination Mandates among African Americans: The Interactive Effect of Message Framing and Consideration of Future Consequences" Xiaoli Nan, University of Maryland, Kelly Daily, La Salle University, and Adam Richards, Texas Christian University

43. "Why don't they play? Barriers to Muslim women's' physical activity participation" Susan Dun, Northwestern University in Qatar

44. "Relationship of Body Image to Breast Self-examination Behavior and Intention among Female University Students" Maryam Ahmadian, and Asnarulkhadi Abu Samah, Universiti Putra Malaysia

45. "Public Beliefs About E-Cigarettes and Associations with Exposure To E-Cigarette Related Communication" Andy SL Tan, Harvard School of Public Health and Dana Farber Cancer Institute, Chul-joo Lee, Seoul National University, & Cabral Bigman, University of Illinois at Urbana-Champaign

46. "Adolescent Perceptions about Nutrition: Identifying Memorable Messages" Audrey Smith Bachman, (student) University of Kentucky

47. “Supportive Communication and Health Advice Across Social Classes: Volunteer and Client Exchanges at the Food Pantry” Christina Jones, University of Wisconsin-Whitewater

48. “Using the Health Belief Model to Predict HPV Vaccination in Girls and Women: A Meta-Analysis of Perceived Barriers and Benefits” Melinda M. Krakow and Debora Perez, University of Utah

49. “Hispanic Women’s Personal Social Networks for Health Issues” Lauren B. Frank, Portland State University, Sheila Murphy, and Sandra Ball-Rokeach, University of Southern California

11:30 – 1:00

Health Buffet Lunch, Fair Lakes Hyatt

1:00 – 2:30

**Panel II: Communication Competencies and Health Advocacy Across Key Sectors of the Health Care System**

Chair: Paula Kim, George Mason University and the Global Advocacy Leadership Academy

Presenters:

Paula Kim, George Mason University, Global Advocacy Leadership Academy

Linda Neuhauser, Global Advocacy Leadership Academy

Jeannine Salamone, American Society for Clinical Oncology

Gwen Darien, Cancer Support Community

Communication performs a central role in health advocacy and consumer engagement. Consumer health advocacy can make significant contributions to health research and practice by ensuring that efforts are patient-focused and help promote cooperation between all relevant sectors of the health care community. Yet, the development of effective community and patient advocacy organizations demands strong leadership, establishment of active collaborations with key stakeholders, and careful management of fiscal and personnel resources to enhance health outcome. This panel examines the need for community and health advocates to communicate and engage effectively across multiple segments of the modern health care system, examining the unique communication demands for building collaborations across a variety of health care communities, including patients and other consumers, government agencies, health care providers, professional societies, pharmaceutical corporations, universities, and other health system organizations.

2:30 – 2:50

Stretch & Bathroom Break (2:30-2:40)

Centeredbeing Wellness Break (2:40 – 2:50)

Suzanne Carmack, Booz Allen Hamilton

2:50 – 4:10

### **Interactive Poster Session II: Mediated Health Communication**

01. "Infographics & Health Communications: Exploring the use of Health Communication Theories in Breast Cancer Infographics" Candace P. Parrish, Virginia Commonwealth University

02. "Mental Illness and the Media: A Review of the Literature" Zexin Ma, Marsha Zexin Ma, University of Maryland

03. "WeiBo Network and Social Activism: A Case Study about Sina WeiBo Profile of China Alliance of PLWHA" Xianhong Chen, Ling Zhang and Kun Zhang, Huazhong University of Science and Technology, Hongshan, Wuhan, Hubei, Peoples Republic of China

04. "Influences of Junk Food Advertising to Children Health and the Realistic Routine of Supervision" Tingting Yu, and Minghua Xu, Huazhong University of Science and Technology, Hongshan, Wuhan, Hubei, Peoples Republic of China

05. "How Illustrations Improve Health Information Processing Among Individuals with Limited Health Literacy: An Eye-Tracking Experiment" Nadine Bol, and Corine S. Meppelink, University of Amsterdam

06. "Challenges and Opportunities in Promoting Diabetes Self-Management Education (DSME): An Assessment of a Brochure" Jin-Ae Kang, East Carolina University, Stephanie Jilcott Pitts, East Carolina University, Joan Mansfield, Pitt County Public Health Department, and Olivia Rachel Whitt, East Carolina University

07. "MSM Voices While on Vacation: A Qualitative Study Toward More Effective Safer Sex Messaging" Rowena L. Briones, Virginia Commonwealth University, Candace Parrish, Virginia Commonwealth University, David W. Seal, Tulane University, Eric G. Benotsch, , Virginia Commonwealth University, Steven D. Pinkerton, Medical College of Wisconsin, Derrick Traylor, AIDS Help, Inc., Salvatore Seeley, Camp Rehoboth, Josh Fegley, NO/AIDS Task Force, Jean Redmann, NO/AIDS Task Force, Marisa Green, University of Denver, Anna Cejka, University of Colorado Denver

08. "Raising Awareness on the WV Child Abuse Hotline Number: Knowing the Number Now Can Save a Child Later" Mary E. Donato, West Virginia University, Ashley Seal, West Virginia University, and Maria Brann, Indiana University-Purdue University Indianapolis

09. "Let's Kinect: The Effect of Avatar Kinect Role Playing to Combat School Bullying" Youjeong Kim and Carol Dahir, New York Institute of Technology

10. "'Do I Have an STD?': Capturing Concerns About Sexually Transmitted Diseases in a Social Q&A Site Using Content Analysis and Text Mining" Sanghee Oh, Mia Liza A. Lustria, Min Sook Park, Karla Schmitt, Florida State University

11. "Back Stage Communication: A Study of ED Provider Email" Michael Pagano, Fairfield University

12. "Stigmatizing the Other: An Exploratory Study of Unintended Consequences of Eating Disorder Public Service Announcements" Irina A. Iles, Anita Atwell Seate, and Leah Waks, University of Maryland

13. "Efficacy of a Tailored Intervention to Promote STD Screening Among At-Risk Young Adults" Juliann Cortese, Mia Liza A. Lustria, Karla Schmitt, Ying Mai Kung, Casey McLaughlin, Florida State University

14. "Investigating the Influences of Person-Centeredness and Credibility Comforting Communication through EMR System" Minhao Dai, University of Kentucky

15. "Parents' Media Consumption and Parent-Child Sexual Communication" Katrina L. Pariera, George Washington University, and Angeline Sangalang, University of Southern California

16. "Psychosocial Facilitators and Barriers Towards Civic Engagement through Mobile for Dengue Prevention in Sri Lanka, India and Singapore" Chitra Panchapakesana and May O. Lwin., Nanyang Technological University

17. "Tailoring the Mode of Health Instructions: A Matter of Preference?" Annemiek J. Linn, Monique Alblas, Julia C. M. van Weert, Nadine Bol, University of Amsterdam

18. "Best Practices for Designing Web and Mobile Technology-Based Psycho-Educational Interventions for Depression: A Systematic Review" Mia Liza A. Lustria, Danyang Zhao, and Joshua Hendrickse, Florida State University

19. "Internet Forums, Anti-Vaccination Campaigners, and Parental Shifting Positions on Childhood Immunizations" Marta Fadda, Ahmed Allam, and Peter J. Schulz, University of Lugano

20. "Implications of Social Media Use on Health Information Technology Use: Data from HINTS 4 Cycle 3" Devlon Jackson, Wen-ying Sylvia Chou, Brad Hesse, Kisha Coa, and April Oh, National Cancer Institute

21. "Does YikYak Promote Risky Health Behavior on College Campuses?" Kevin Wombacher, and Jenna E. Reno, University of Kentucky

22. "Am I at risk for Ebola? A content analysis of Twitter communication on Ebola in Oct 2014" Cindy (Yixin) Chen, Sam Houston State University and Weiai Wayne Xu, University at Buffalo

23. "Online Health Promotion Strategies and Appeals: A Content Analysis of the College Student Health Center Websites" Jehoon Jeon, Eastern Connecticut State University, and Doori Song, Youngstown State University

24. "Protect their Future": Identifying the Active Ingredients for How a Brief Video Intervention Can Improve Parental Intention to Immunize Adolescents" Elisia Cohen, University of Kentucky, Audrey Bachman, University of Kentucky, Wallace Bates, University of Kentucky, Richard Crosby, University of Kentucky, Katharine J. Head, Indiana University-Purdue University Indianapolis, Donald W. Helme, University of Kentucky, M. Grace Jones, University of Kentucky, Adam J. Parrish, University of Kentucky,

Jenna E. Reno, University of Kentucky, Sarah Vos, University of Kentucky, and Kevin Wombacher, University of Kentucky

25. "The Impact of Perceived Reality in Entertainment Programming on Safe-Sex Intentions" Michelle L. Futerfas, The University of Maryland College Park

26. "Diabetes on Facebook: A Case Study of the Social Media Engagement of the American Diabetes Association with its Publics" Marcus Messner, Jeanine Guidry, Yuan Zhang, Daniel R. Longo, Jo Robins, Roy T. Sabo, Virginia Commonwealth University, and Jerome Niyirora, SUNY Polytechnic Institute

27. "Waterpipe Tweeting: How People Talk about Waterpipe Smoking and its Risks on Twitter" Jeanine Guidry, Virginia Commonwealth University, Linda Haddad, University of Florida, Yan Jin, University of Georgia, Yuan Zhang, Virginia Commonwealth University, and Jerome Niyirora, SUNY Polytechnic Institute

28. "Tweeting #Ebola: How Publics Address the Health Crisis in the Light of Risk Perception and Health Behaviors" Jeanine Guidry, Shana Meganck, Marcus Messner, Virginia Commonwealth University, and Jerome Niyirora, SUNY Polytechnic Institute

29. "Framing Intimate Partner Violence on Reality Television: A Qualitative Analysis of The Real Housewives of Atlanta" Melinda R. Weathers, and Alex Neal, Clemson University

30. "When Pink Isn't Pretty: A Thematic Analysis of Breast Cancer Bloggers' Response to Breast Cancer Marketing and Awareness Campaigns" Kathleen Stansberry, Cleveland State University

31. "Relationship Between Health Information Seeking and Interest in Genome Sequencing Results among Young Breast Cancer Patients" Kimberly A. Kaphingst, University of Utah, Sarah Lyons, Melody S. Goodman and Jennifer Ivanovich, Washington University

32. "Effects of Decision Support Tools for Older Adults: A Systematic Review of the Literature" Julia C.M. van Weert, University of Amsterdam, Barbara C. van Munster, University of Amsterdam, René Spijker, UMC Utrecht, Lotty Hoofst, UMC Utrecht, Jesse Jansen, University of Sydney

33. "Does Social Media Help? A Meta-Analytical Review of Social-Media-Based Interventions on Health Behavior Change" Qinghua (Candy) Yang, University of Miami

34. "SnowedOut Atlanta: A theoretical Analysis of Stakeholders Engagement in an Online Support Group during a Crisis Situation" Meredith L. Morgoch and Melinda R. Weathers, Clemson University

35. "Messaging in a Public Health Crisis: Using Twitter to Identify Effective Message Strategies" Sarah C. Vos, and Jeannette Sutton, University of Kentucky

36. "Effectiveness of Online Resource for Learning of Healthcare Communication Skills" Laura Cooley, American Academy for Health Behavior

37. "National Survey of Education Brochures for Hip and Knee Arthroplasty" Lena Rosemann and Leonid Kandel, Hadassah-Hebrew University Medical Center, Jerusalem, Israel

38. "Emotional and Rational Content in Anti-Smoking PSAs: A Content Analysis" Yerina Ranjit, University of Connecticut
39. "Gethpv.com: An Intervention Creatively Capturing Adolescents' Attention to Improve HPV Vaccination-Related Outcomes" Elisia L. Cohen, University of Kentucky, Katharine J. Head, Indiana University-Purdue University Indianapolis, Tom Collins, University of Kentucky, Richard A. Crosby, University of Kentucky, and Robin C. Vanderpool, University of Kentucky
40. "Cancer Affected Me Too: The Role of Computer-Mediated Social Support in Coping with a Parent's Cancer Diagnosis" Brenda L. MacArthur, Ian P. Hopkins, Thomas J. Roccotagliata, and Camella J. Rising, George Mason University
41. "Likes, Shares, and Tweets: The Effects of Social Media Metrics on Optimistic Bias" Carmen Stavrositu, University of Colorado, Colorado Springs
42. "Measuring eHealth Literacy in the Era of Social Media" Mariliis Beger, Florida State University, Ahad Farooqui, Lahore University of Management Sciences, Khawaja, Zain-ul-abdin, Lahore University of Management Sciences, and Andreas Beger, Duke University
43. "The Factors Distinguishing Health Insurance Information Seekers From Non-Seekers Among College Students" Michael Mackert, Hyeseung Koh, Amanda Mabry, Sara Champlin, and Anna Beal, University of Texas
44. "Effective Use of Social Media for the Big Pharmaceutical Firms" Sun-A Park, Robert Morris University
45. "Turning Availability Bias to Good Account: Increasing the Efficacy of High-Quality Information about Vaccination by Manipulating Google" Ramona Ludolph, Ahmed Allam, and Peter J. Schulz, University of Lugano, Switzerland
46. "Persuasive Messages to Increase Cancer Screening: A Content Analysis of the CDC's Screen for Life Campaign" Christine Skubisz, Carissa Burton, Kimberly DeMattia, Larissa Frei, and Kayla McGowan, Emerson College
47. "TWERK it Out?: A Student Stress Prevention Campaign" Melissa F. Tindage, West Virginia University, Sam Di Carlo, West Virginia University, and Maria Brann, Indiana University-Purdue University Indianapolis
48. "Attribution and Framing: Analysis of the First Lady's Remarks on Childhood Obesity and Media Reactions" Jennifer A. Milliman, Lindsey Wylie, and Eve Brank, University of Nebraska-Lincoln
49. "Communicating Complex Information about Cancer Research: Designing an Intervention for Patients and Their Families" Janice L. Krieger, Jordan Neil, and Yulia Strekalova, University of Florida
50. "Expectant Moms and Flu Shot Fears: A Content Analysis of YouTube Videos related to Pregnancy and the Influenza Vaccine" Kelly Madden Daily, La Salle University, and Rowena Briones, Virginia Commonwealth University

4:10 – 4:30

Stretch & Bathroom Break (4:00 – 4:10)

Centeredbeing Wellness Break (4:10 – 4:20)

Suzanne Carmack, Booz Allen Hamilton

4:30 – 6:00

### **Panel III: Emergency Risk Communications – What Ebola Has Taught Us About Health Communication**

Chair: Gaya Gamhewage, Department of Communications, Office of the Director-General, World Health Organization

Presenters:

Marsha Vanderford, CDC Center for Global Health

Rafael Obregon, United Nations Children’s Fund (UNICEF)

Vish Viswanath, Harvard School of Public Health

Albena Arnaudova, World Health Organization

Gaya Gamhewage, World Health Organization

The purpose of health communication is to help those affected understand, digest and take decisions to adopt practices that reduce harm and protect health. This is true in “normal times” as well as in emergencies. The unprecedented outbreak of Ebola Virus Disease (EVD) in West Africa has posed enormous challenges for affected governments, their peoples, and national and international responders and agencies. This public health emergency has brought to the fore the complexity of emergency risk communications. From the far-removed headquarters of international agencies such as the World Health Organization, to the frontline workers in the most affected communities in Guinea, Liberia and Sierra Leone, emergency risk communications has been a constant and persisting challenge in the response to Ebola. Health and risk communication experts and practitioners have struggled to convince communities to change behavior to help bring the outbreak under control. While there has been some success in changing practices in certain groups (e.g., hand washing in health care workers), communication practices used previously in other emergencies have not proven to be effective for engaging communities in this particular outbreak. Nor have they sufficiently helped to build people’s trust in health advice.

The lessons learnt in the Ebola outbreak have the potential to fundamentally change the way experts and authorities communicate in emergencies across the full spectrum - from health communications to emergency risk communications.

This panel examines the context, factors and lessons learnt and the potential transformation of the practice of health communications and emergency risk communications. The presenters will explore the following topics: emergency risk communications in the EVD outbreak in West Africa; the pains and gains of interagency coordination for risk communications; lessons learnt in social mobilization for Ebola

response; evaluating the outcomes of risk communications; what does published literature say about emergency risk communications?; helping national risk communications capacity strengthening; and how will emergency risk communications change and evolve to deal with 21st century emergencies?

6:30 – 9:00

### **Gala Awards Dinner and Awards Presentations**

#### **Doc Tom Consumer Empowerment Maven Award**

Gilles Frydman, Association of Cancer Online Resources

#### **Translational Health Communication Scholar Award**

Bradford W. Hesse, National Cancer Institute

#### **Outstanding Research Presentation Awards**

“Role of Protection Motivation Theory Motivators and Psycho-Social Factors in Empowering Pregnant Women’s Antenatal Care Utilization: Implications for Health Policy in Bangladesh” Monwar Hossain, May O Lwin, Charles T Salmon, and Theng Y Ling, Nanyang Tech, Singapore

“Implications of Social Media Use on Health Information Technology Use: Data from HINTS 4 Cycle 3” Devlon Jackson, Wen-ying Sylvia Chou, Brad Hesse, Kisha Coa, and April Oh, National Cancer Institute

“Communicating about Autoimmune Thyroid Disease: Impacts on Marriage and Caregiving” Denise K. Scannell

“Let’s Kinect: The Effect of Avatar Kinect Role Playing to Combat School Bullying” Youjeong Kim and Carol Dahir, New York Institute of Technology

“Factors predicting healthy adult intention to complete advance directives: Implications for health communication theory and practice” Amy E. Chadwick, and Leah C. Szalai, Ohio University

“Using Micro-Enterprises as a Health Communication Platform to Promote Handwashing with Soap in Sub-Saharan Africa” Kelly Fenson-Hood, Power of Hope Kibera, Renee A. Botta, University of Denver, and Nicole Grable, Power of Hope Kibera

“Young Adults’ Perceptions About At-Home STD Testing: Implications for STD Screening Interventions” Mia Liza A. Lustria, Florida State University, Karla Schmitt, Florida State University, Juliann Cortese, Florida State University, Michelle Kazmer, Florida State University, Mary A. Gerend, Northwestern University, Amelia Anderson, Florida State University, Sean Libby Cooley, Florida State University, Mariam Shaikh, Florida State University, Ying Mai Kung, Florida State University, and Casey McLaughlin, Florida State

“Risks, Benefits, Barriers, and Peer Influence Factors Impacting College Students’ Intent to Use E-Cigarettes” Georgia NLJ Polacek, Audrey J. Burnett, Heather J. Carmack, and M. Katherine Ott Walter, James Madison University

“Using the Health Belief Model to Predict HPV Vaccination in Girls and Women: A Meta-Analysis of Perceived Barriers and Benefits” Melinda M. Krakow and Debora Perez, University of Utah

“Framing End-of-Life Choices in terms of Goals of Care to Improve End-of-Life Decision Making” Allison M. Scott, Sara Shaunfield, University of Kentucky, and Nicholas Iannarino, University of Michigan at Dearborn

#### **Top Student Research Presentation Awards**

“How Illustrations Improve Health Information Processing Among Individuals with Limited Health Literacy: An Eye-Tracking Experiment” Nadine Bol, and Corine S. Meppelink, University of Amsterdam

“Conceptualizing Levity within the Context of Family Communication about Serious Illness” Camella Rising, George Mason University

“Influence of Perceived Knowledge on Contraception Information Seeking among Young Women” Jazmyne Sutton, San Diego State University

“Patient Communication Training for High School Health and Wellness Classes” Janet E. Panoch, Indiana University Purdue University at Indianapolis

“Sex Talk: Rape Myth Acceptance and Willingness to Communicate About Sex” Nicole C. Hudak, and Ethan D. Smith, James Madison University

#### **Honorable Mention Research Presentation Awards**

Saturday  
April 18, 2015

7:00 – 7:30

Optional Health Walk through the beautiful Fair Lakes area  
Gary Kreps, George Mason University

Please meet in hotel lobby at 7:00 am to begin the walk.

7:30 – 8:30

Registration and Healthy Continental Breakfast

8:30 – 10:00

**Panel IV: Promoting Communication Competence in the Delivery of Health Care**

Chair: Laura Cooley, American Academy on Communication in Healthcare

Presenters:

David Kern, The Johns Hopkins University School of Medicine

Krista Hirschmann, Lehigh Valley Health Network

Rufus L. Barfield II, University of Central Florida

Originating in 1978 as a task force initiative led by physicians interested in improving communication in the patient-doctor relationship, The American Academy on Communication in Healthcare (AACH) is a non-profit organization led by clinicians, researchers and educators representing a variety of healthcare professions and specialties. AACH's mission is to improve healthcare by enhancing communication skills among clinicians and across healthcare teams by supporting research and education in academic and clinical settings. The panel chair will provide an overview of the organization and discuss examples of recent efforts to promote communication competence across clinicians both clinical/hospital systems and in academic institutions. Panelists will address: a.) the history of communication competency training in medical education, with a specific emphasis on physician education, b.) an overview of communication research in medical settings, while highlighting potential overlaps and divergences between academic communication studies and communication research in medicine, and c.) opportunities to collaborate across disciplines and professions, with an aim to more broadly disseminate health communication competencies to wider audiences across healthcare delivery systems.

10:00 – 10:20

Stretch & Bathroom Break (10:00 – 10:10)

Centeredbeing Wellness Break (10:10 – 10:20)

Suzanne Carmack, Booz Allen Hamilton

10:20 – 11:45

**Panel V: Future Trends in Health Communication Research:**

## Using Big Data to Study Patient-Physician Interaction and Online Support Groups

Chair: Maria Brann, Indiana University-Purdue University Indianapolis

Presenters:

Yen-I Lee, University of Georgia  
Janet E. Panoch, IUPUI/Indiana University School of Medicine  
Kimberly Stoltzfus, University of Kentucky  
Susan M. Wieczorek, University of Pittsburgh

Big Data has become a common term describing the accumulation of large sets of complex data that modern day organizations must process and use strategically. As health organizations have pushed for more information to make better decisions for their patients, there has been a growing industry to provide them with access to practically any information they need from information sharing and social networking technology. Health organizations are now entering a new era of globalized, information rich systems. Critics and researchers have warned that healthcare workers are not prepared for this new Big Data era. As Big Data converts into a norm for health care workers of the near future, will health workers have the technical and strategic research competency to apply this data? Will they know how to rely more on data - over instinct - as they manage the care of their patients? The panelists will examine how health systems are implementing Big Data, speculating the specific issues they are likely to face with using Big Data and providing prescriptive methods for how they can use Big Data to their advantage, such as through online physician/patient communication that measures language adaptation and communication. The panelists will also touch on the issues that communication researchers must be prepared for as they set out to study health contexts that use Big Data in their patient care, and provide an example of how researchers can study these contexts.

This panel examines the current and future advantages and limitations of new Big Data research in eHealth Communication. Large data sets (on patients, care facilities, and diseases alike) provide a plethora of information while challenging researchers with how to process the inordinate size of the data set, to interpret results using complex data analysis methodology, and to apply the results to decision making and performance that ultimately affect quality of care. Through visual analysis techniques, natural language programming, and qualitative process analyses, this panel addresses the challenge of Big Data research in healthcare.

12:00 – 1:15

### Interactive Poster Session III (and Final Reception): Interactive Health Communication

01. "Factors predicting healthy adult intention to complete advance directives: Implications for health communication theory and practice" Amy E. Chadwick, and Leah C. Szalai, Ohio University

02. "Communicating about Autoimmune Thyroid Disease: Impacts on Marriage and Caregiving"  
Denise K. Scannell, MITRE

03. "Conceptualizing Levity within the Context of Family Communication about Serious Illness"  
Camella Rising, George Mason University
04. "Patient Communication Training for High School Health and Wellness Classes" Janet E. Panoch,  
Indiana University Purdue University at Indianapolis
05. "The Truth About Trying" Intervention: Promoting the Heroic Quest to Overcome Infertility"  
Sharlene Richards and Susan Opt, James Madison University
06. "Communication During First-Time Multidisciplinary Clinic Visits: Understanding Parental Decision  
Making and Information Management in Pediatric Chronic Illness" Anna M. Kerr, Nancy Grant  
Harrington, and Allison M. Scott, University of Kentucky
07. "Predicting intention to quit among current smokers: A study of risk perception, benefit  
perception, and worry using the 2013 HINTS" Cindy (Yixin) Chen, Sam Houston State University, and  
Qinghua (Candy) Yang, University of Miami
08. "Take a Break": A Social Marketing Approach to Reducing Stress among University Faculty  
Members" Hannah Ball, West Virginia University, Brian Labus, Chase College of Law, and Maria Brann,  
Indiana University-Purdue University Indianapolis
09. "Condom Use and 'Hooking Up'" Gregory A. Williams and Rachael A. Record, University of  
Kentucky
10. "Smoking Behaviors and Tobacco-free Policy Compliance" Rachael A. Record, University of  
Kentucky
11. "An Integrative Parental Mediation Model of Healthy vs. Unhealthy Food Consumption" May O.  
Lwin, Wonsun Shin, Andrew Yee, and Reidinar Wardoyo, Nanyang Technological University
12. "Influence of Perceived Knowledge on Contraception Information Seeking among Young Women"  
Jazmyne Sutton, San Diego State University
13. "Framing End-of-Life Choices in terms of Goals of Care to Improve End-of-Life Decision Making"  
Allison M. Scott, Sara Shaunfield, University of Kentucky, and Nicholas Iannarino, University of Michigan  
at Dearborn
14. "Risks, Benefits, Barriers, and Peer Influence Factors Impacting College Students' Intent to Use E-  
Cigarettes" Georgia NLJ Polacek, Audrey J. Burnett, Heather J. Carmack, and M. Katherine Ott Walter,  
James Madison University
15. "Physicians' Defining Privacy Boundaries: A Communication Privacy Management Analysis of  
Written Reflections in Family Medicine" Ashley P. Duggan, Boston College, Lucas Allen, Boston College,  
and Allen F. Shaughnessy, Tufts University School of Medicine
16. "Breaking Bad News: The Experiences of Patient Physician Communication when Being Diagnosed  
with Cancer" Rachel Helt, Hanover College

17. "Sex Talk: Rape Myth Acceptance and Willingness to Communicate About Sex" Nicole C. Hudak, and Ethan D. Smith, James Madison University
18. "Enhancing Patient-Provider Communication Competence about Sexual Health in Breast Cancer Survivorship: Addressing Risk and Health Promotion Associated with Hormone Replacement Therapy" Mollie Rose Canzona, Carla L. Fisher, and Emily Bylund Peterson, George Mason University
19. "Family Communication and College Students' Help-Seeking Intentions for Depression" Jacob J. Matig, University of Kentucky
20. "Active Kids, Healthy Kids: Engaging Physicians in Promoting Physical Activity for Children and Youth" Elizabeth Moreau, and Christine LaRocque Canadian Paediatric Society.
21. "Letting Her Know She Still Had Power: Out-of-Hospital Birth-Workers and Juxtapositional Rhetoric" Jaclyn Carroll, James Madison University
22. "Risk, Efficacy, and Beyond: Understanding the Determinants of Health Information Seeking" Katherine Grasso, and Robert A. Bell, University of California at Davis
23. "Determining the Effects of Personal Narratives about Health Officials on Trust, Likeability, and Attitudes About Pandemic Flu Vaccine" Frances Bevington, National Association of County and City Health Officials
24. "College Students' Attitudes, Subjective Norms, and Perceived Control about Seasonal Flu and Flu Vaccines: Factors for Promotion and Campaign Design" Heather J. Carmack, Ethan D. Smith, and Nicole C. Hudak, James Madison University
25. "HIV-Negative Men in Discordant Relationships: Redefining Safe-Sex to Manage Intimacy Uncertainty" Scott A. Eldredge, Western Carolina University
26. "Lewin's Field Theory as a Framework for Parasocial Interaction" Josie Moore, University of Maryland College Park
27. "Establishing Reliability on a Newly Developed Patient-Centered Coding Scheme to Test an Evidence-Based Patient-Centered Model" Katelyn A. Grayson-Sneed, Robert C. Smith, Sandi W. Smith, Madalyn Mulroy, Brandon Wallin, and Francesca Dwamena, Michigan State University,
28. "Examining the Effects of Indiana Adults' Awareness and Attitude toward State Smoke-Free Policy and Perception of Second-Hand Smoking on Smoking Attitude" Nicole Johnson, Indiana University Purdue University at Indianapolis, YoungJu Shin, Indiana University Purdue University at Indianapolis, Katelin Ryan, Indiana State Department of Health
29. "Sit Less, Move More, Get Centered: An Exploratory Evaluation of the CenteredBeing Functional Health and Well-Being Intervention" Suzanne Carmack, Booz Allen Hamilton, Callie Browson, Shaundra Holmes, Nakato Nsibirwa, and Laura-Allison Woods, George Mason University

30. "Making Sense of Well-Being: A Mixed-Methods Study Applying Sense-Making Theory to Explore The Role of Communication Competence and Social Support in Physical, Emotional, Mental and Comprehensive Well-Being" Suzanne Carmack, Booz Allen Hamilton

31. "Using a psychoeducational intervention to promote genetic counseling uptake among breast cancer survivors: A test of the intervention materials" Courtney Lynam Scherr, Kelli Nam, and Susan T. Vadaparampil, Moffitt Cancer Center

32. "Informed Consent to Cancer Clinical Trials: Testing Alternative Risk Formats" Courtney Lynam Scherr, Moffitt Cancer Center, Brooke Friley and Bart Collins, Purdue University

33. "The Power of Peers to Decrease the Risks of Drunk Sex" Lauren A. Cafferty, Natalie N. Cavazos, Dana R. Dinsmore, Elizabeth L. Miller, Megan D. Nelson, Madison T. Rich, Caroline E. Waldbuesser, Michael E. Burns, Marian L. Houser, and Melinda M. Villagran, Texas State University,

34. "Testing a Reaction-Time Measure of Behavioral Willingness" Maria Leonora (Nori) Comello, Univrsity of North Carolina at Chapel Hill, and Sherine El-Toukhy, National Institutes of Health

35. "Uncertainty in Medical Decision Making" Aimee Roundtree, Texas State University

36. "Leveraging Public-use Data to Identify Messaging Strategies: A Youth Smoking Prevention Case Study" David M. Keating, and Sarah Evans, Fors Marsh Group

37. "A Model of Protective Communication in Hospice Care" Nichole Egbert, Kent State University

38. "Mother-daughter sexual communication and adolescent girls' HPV related awareness and knowledge" Wan-Lin Chang, George Mason University

39. "Super-Diffused Motivation: Synthesizing Self-Determination Theory and Super-Diffusers to Motivate Cycling Compliance in an On-Campus Intervention" Kami Silk, Sarah Sheff, Daniel Totzkay, Angela Medina, Gregory Holzman, Tim Potter, Randy Holton, Jalyn Ingalls, Jeff Cox, Alice Hoffman, and Kristen Lynch, Michigan State University

40. "A Help or a Hindrance? Health Care Decision-Makers and their Role as Sources of Patient Information in Retrieving Inferior Vena Cava Filters" Jordan Neil, Anita Rajasekhar, and Janice L. Krieger, University of Florida

41. "Multiple Messages Makes a Difference: A Message Testing Experiment on HPV Vaccination Intention" Katharine J. Head, Indiana University-Purdue University Indianapolis, Elisia L. Cohen, and Nancy Grant Harrington, University of Kentucky

42. "Teaching and Assessment of Patient-Centered Communication" Jill Tyler, PhD, The University of South Dakota

43. "Give Away Your Heart: Creating Effective Organ Donation Campaigns" Josie Moore, & Amber Westcott-Baker, University of Maryland College Park

44. “They Didn’t Know How to React at All’: Normative Forms of Social Support in Young Adult Cancer Survivors” Nicholas T. Iannarino, University of Michigan-Dearborn, Allison M. Scott, University of Kentucky, and Sara R. Shaunfield, University of Kentucky

45. “Comparing the Effectiveness of “Individual-Loss” and “Family-Loss” Messages in Promoting Mammography” Xiaokun Qian, Brian G. Southwell, and Maria Leonora G. Comello, University of North Carolina at Chapel Hill, and Jonathan S. Slater, Minnesota Department of Health

46. “Linking Individuals’ Psychobiological Motivational Traits to Attitudinal and Cognitive Perceptions in the HIV/AIDS Prevention Model” Sungwon Chung, Texas Tech University, Hark Shin Kim, Texas Tech University, and Johnny V. Sparks, Central Michigan University

47. “Evaluation of a Campaign to Promote Healthy Sleep” Kate Magsamen-Conrad, Bowling Green State University

48. “Evaluating the Link Between Sleep and Stress” Kate Magsamen-Conrad, Bowling Green State University

49. “Association between College Student Stress and Coping” Kate Magsamen-Conrad, Bowling Green State University

50. “Final Stand Up 4 Your Body” Kate Magsamen-Conrad, Bowling Green State University

51. “You Know the Medicine, I Know my Kid’: Taking on the Parent Advocate Role While Managing a Child’s Chronic Health Condition” Katherine A. Rafferty, University of Wisconsin-Milwaukee, and Shelbie L. Sullivan, University of Wisconsin-Milwaukee

1:15 – 1:30

Conference Conclusion and Next Steps

Gary Kreps, George Mason University